



## Press Release

### **AppCarousel and iWedia Partner to Facilitate the Access to Custom App Stores from Android TV STBs by Integrating their Apps Stores and STB Software Solutions**

**Lausanne, Switzerland – September 11, 2014** – iWedia today announced that it is partnering with AppCarousel and plans to integrate its Teatro-3.5 software solution for Android TV STB with the app store platforms and solutions provided by AppCarousel, the leader in app ecosystem management.

AppCarousel's custom app store platform and white labeled app store solution allow device manufacturers, service providers and brands to capitalize on the growing app economy, while removing the complexities of app market creation, management, and app distribution.

iWedia's Teatro-3.5 software solution for Android TV STB uses iWedia's ANDROID4TV framework and APIs to seamlessly extend Android and integrate all the multicast, unicast and broadcast components necessary to give support to managed IPTV, OTT TV and broadcast TV services with advanced UI developed in Java or HTML5/JavaScript.

“With this integration, we take into account the ever growing interest of the TV ecosystem in apps and services stores,” says Hervé Creff, VP Marketing at iWedia. “With that respect, giving access to AppCarousel's app stores from within Teatro-3.5 is an enabler for TV service providers”.

“Allowing access to our app stores by Android TV STBs operated by Teatro-3.5 will definitely help TV service providers to smoothly implement their custom app strategy and ecosystem”, says Terry Hughes, AppCarousel's Managing Director.

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#### **About AppCarousel**

AppCarousel, a Wmode company, is a leading app store provider that provides custom app store solutions and app ecosystem management for major organizations across a variety of sectors including consumer electronics, automotive, telecommunications, and IoT (Internet of Things). AppCarousel is also licensee of the Reference Design Kit (RDK) and works to deliver app ecosystem management solutions to TV device and equipment manufacturers, middleware providers and pay-TV operators. AppCarousel takes the complexity away from app distribution and app ecosystem management by powering the curation, management, distribution and monetization of apps. AppCarousel helps to drive app discovery, adoption and revenues by putting organizations in control of their app strategies and allowing them to capitalize on the growing app economy, while delivering an enhanced customer experience across multiple screens and connected devices.

For more information, visit <http://www.appcarousel.com>.

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## **About iWedia**

iWedia, a Swiss based company, is a leader in provision of integrated software solutions for television devices. iWedia provides a world class portfolio of intellectual property (IP) for broadcast, IPTV, and over-the-top television and also software integration services to combine this IP into high volume CE products. iWedia is headquartered in Switzerland with development labs in Belgrade and Novi Sad, Serbia, and sales and support offices in China, France, Germany, Israel, Japan, and Korea.

Please visit [www.iwedia.com](http://www.iwedia.com) for more information.

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